

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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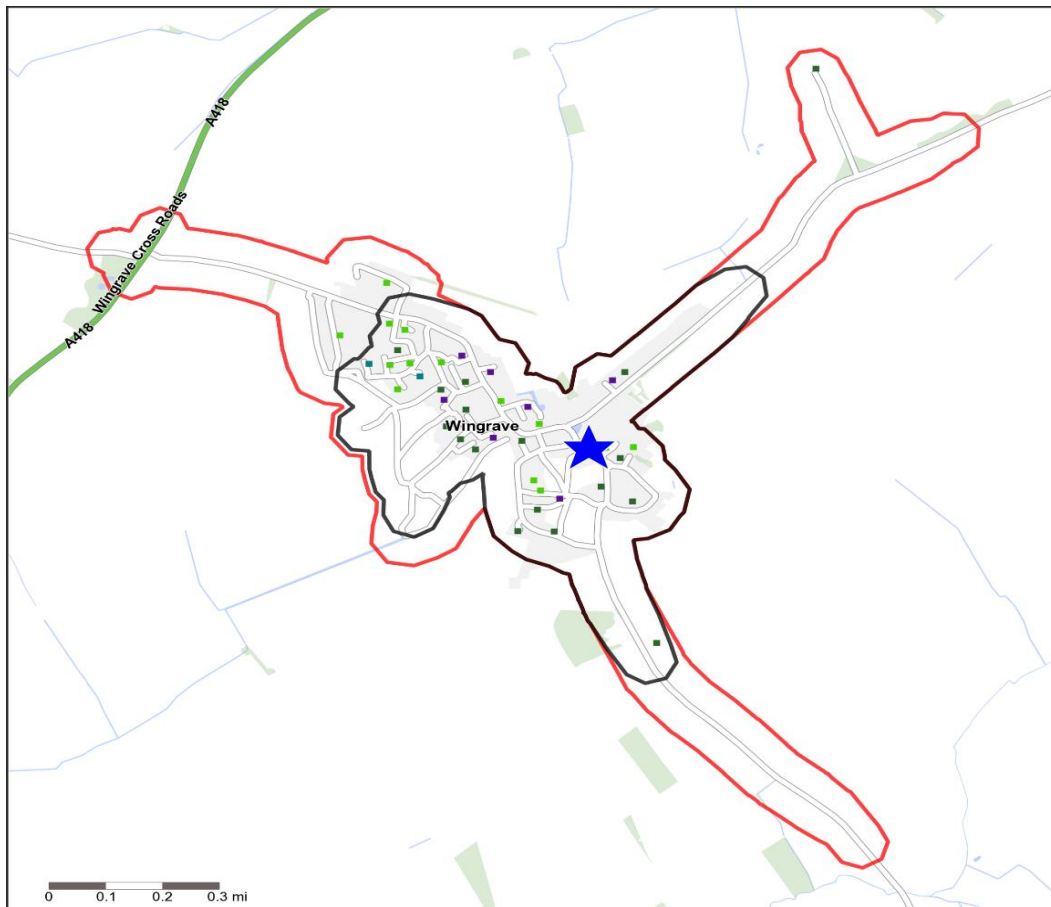
Number of Pubs	1	1	115
Catchment Adults 18+	963	1,157	146,340
Catchment Adults 18+ Per Pub	963	1,157	1,273
Populaton Projection 2020 to 2030 (% change)	12.25%	11.28%	8.89%

		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	887	92.1	175	1	Great Pub Great Food	967	83.6	159	1	Premium Local	98,982	67.6	129
2	Premium Local	887	92.1	196	2	Premium Local	967	83.6	178	2	High Street Pub	90,249	61.7	131
3	Community Pub	76	7.9	12	3	Community Pub	191	16.5	26	3	Great Pub Great Food	71,928	49.2	77
4	High Street Pub	62	6.4	45	4	High Street Pub	113	9.8	68	4	Community Pub	56,961	38.9	272
5	Bit of Style	28	2.9	7	5	Bit of Style	28	2.4	6	5	Bit of Style	55,757	38.1	94
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	28,398	19.4	68
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	10,038	6.9	61

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	167	17.3	196	179	15.5	174	15,928	10.9	123
C1	116	12.0	98	134	11.6	94	20,606	14.1	115
C2	67	7.0	84	87	7.5	91	12,802	8.7	106
DE	27	2.8	27	40	3.5	34	12,435	8.5	83

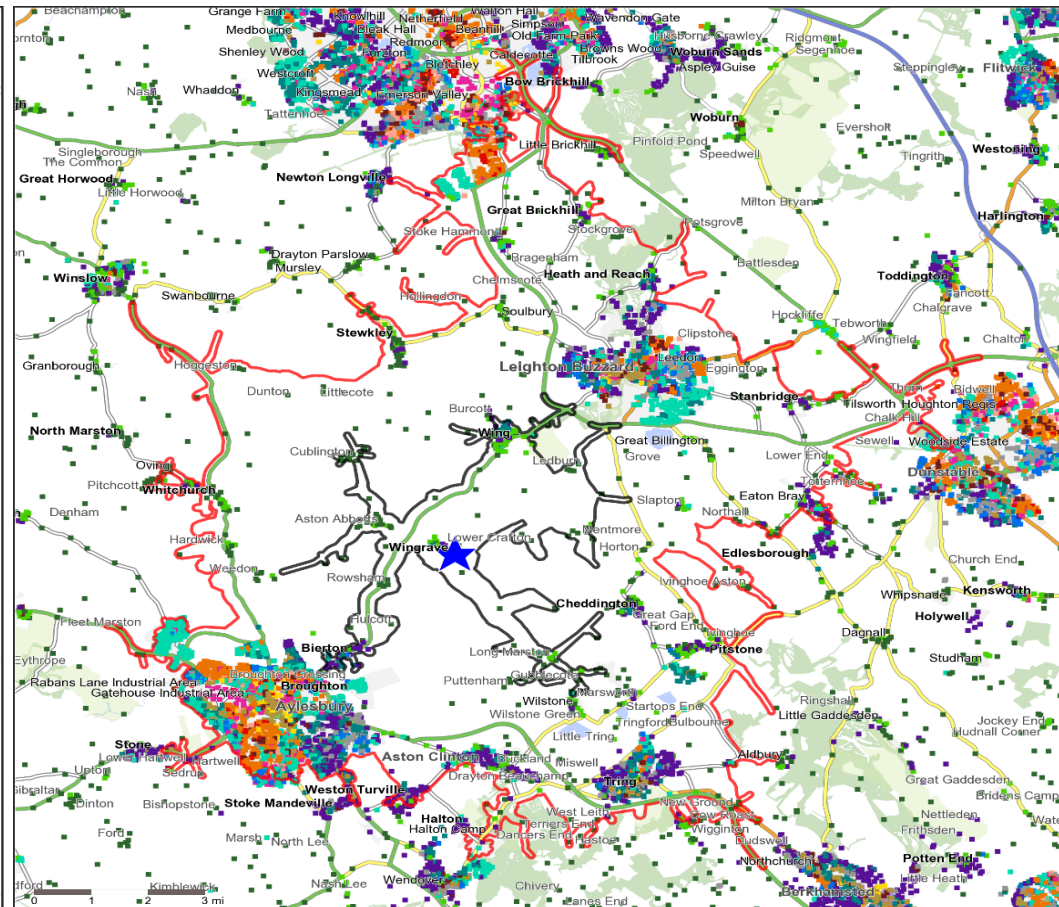
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	37	3.8	12	80	6.9	21	28,595	19.5	59
Medium (7-13)	116	12.0	36	170	14.7	44	52,996	36.2	109
High (14-19)	724	75.2	264	804	69.5	244	61,110	41.8	147

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	0	3
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	9	477
B06	Diamond Days	28	28	75	2,184
B07	Alpha Families	60	60	543	7,494
B08	Bank of Mum and Dad	10	10	75	3,893
B09	Empty-Nest Adventure	0	0	75	3,442
C10	Wealthy Landowners	225	234	1,048	4,616
C11	Rural Vogue	25	30	369	1,100
C12	Scattered Homesteads	0	1	11	23
C13	Village Retirement	118	118	432	3,173
D14	Satellite Settlers	393	459	1,524	6,349
D15	Local Focus	42	105	483	1,415
D16	Outlying Seniors	34	85	329	1,435
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	2,954
E19	Bungalow Heaven	0	0	52	1,333
E20	Classic Grandparents	0	0	0	1,267
E21	Solo Retirees	0	0	17	1,359
F22	Boomerang Boarders	0	0	57	1,386
F23	Family Ties	0	0	44	3,512
F24	Fledgling Free	0	0	0	311
F25	Dependable Me	0	0	52	2,907
G26	Cafés and Catchments	0	0	36	1,712
G27	Thriving Independence	0	0	90	8,317
G28	Modern Parents	28	28	137	2,154
G29	Mid-Career Convention	0	0	774	6,510
H30	Primary Ambitions	0	0	0	10,755
H31	Affordable Fringe	0	0	0	1,086
H32	First-Rung Futures	0	0	0	2,161
H33	Contemporary Starts	0	0	60	16,201
H34	New Foundations	0	0	27	1,334
H35	Flying Solo	0	0	64	727

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	0	14,692
I37	Budget Generations	0	0	0	328
I38	Economical Families	0	0	0	348
I39	Families on a Budget	0	0	0	2,996
J40	Value Rentals	0	0	0	84
J41	Youthful Endeavours	0	0	0	451
J42	Midlife Renters	0	0	0	4,557
J43	Renting Rooms	0	0	0	302
K44	Inner City Stalwarts	0	0	0	125
K45	City Diversity	0	0	0	199
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	1,352
K48	Mature Workers	0	0	0	331
L49	Flatlet Seniors	0	0	0	172
L50	Pocket Pensions	0	0	0	1,215
L51	Retirement Communities	0	0	0	1,465
L52	Estate Veterans	0	0	0	1,091
L53	Seasoned Survivors	0	0	0	152
M54	Down-to-Earth Owners	0	0	0	127
M55	Back with the Folks	0	0	0	1,649
M56	Self Supporters	0	0	0	493
N57	Community Elders	0	0	0	499
N58	Culture & Comfort	0	0	0	364
N59	Large Family Living	0	0	0	477
N60	Ageing Access	0	0	0	1,121
O61	Career Builders	0	0	0	3,988
O62	Central Pulse	0	0	0	965
O63	Flexible Workforce	0	0	0	816
O64	Bus-Route Renters	0	0	0	4,363
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	29
U99	Unclassified	0	0	0	0
<b>Total</b>		<b>963</b>	<b>1,158</b>	<b>6,383</b>	<b>146,341</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 2. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

### 2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

### 3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

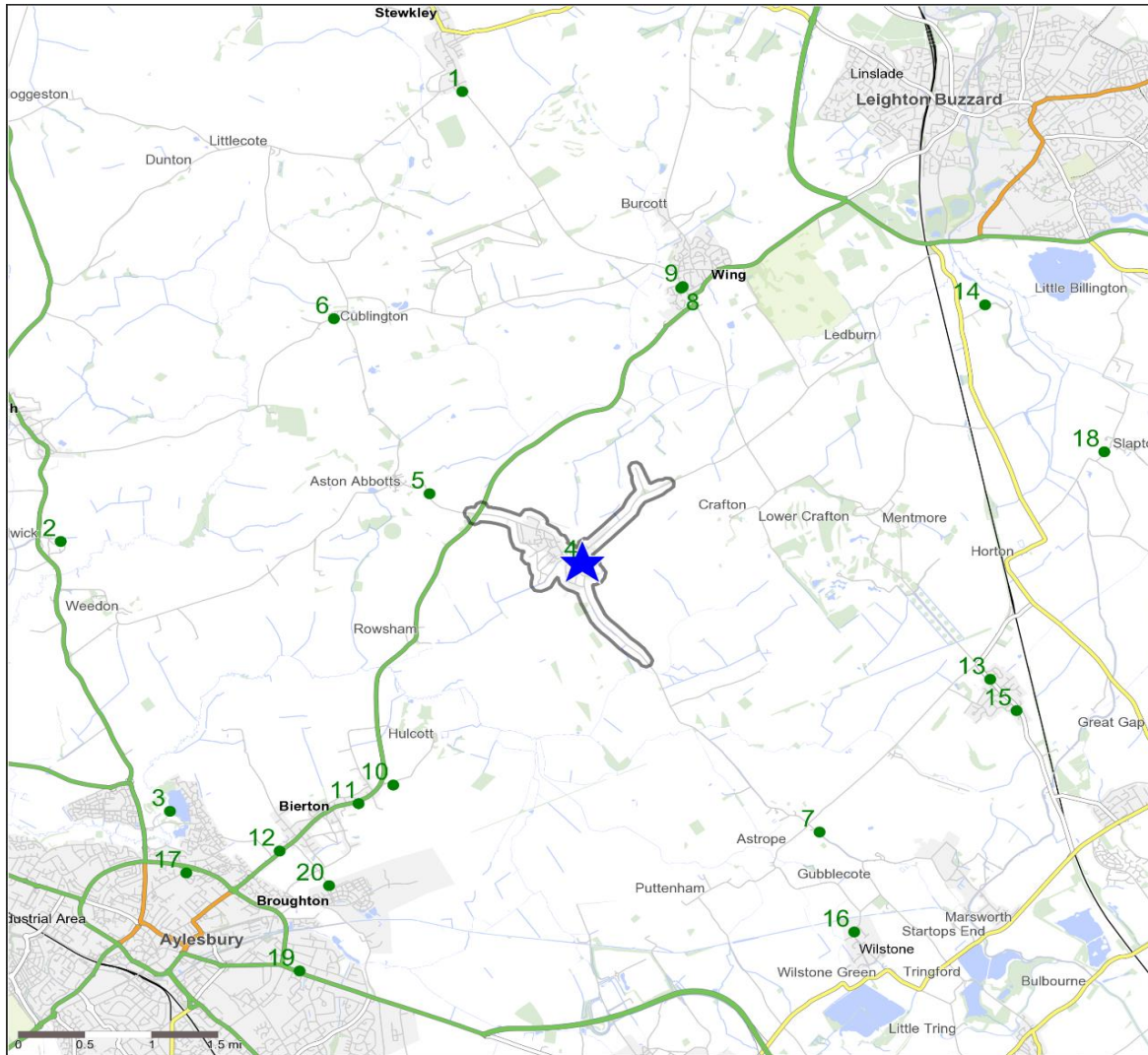
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099



Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index			
Female: Alone, Pair or Group	38	3.3	10	624	53.9	318	495	42.8	84			
Male: Alone	85	7.3	25	28	2.4	15	1,044	90.2	168			
Male: Group	0	0.0	0	233	20.1	75	924	79.9	159			
Male: Pair	0	0.0	0	0	0.0	0	1,157	100.0	171			
Mixed Sex: Group	10	0.9	4	795	68.7	214	352	30.4	70			
Mixed Sex: Pair	497	43.0	177	204	17.6	53	456	39.4	92			
With Children	28	2.4	8	133	11.5	66	996	86.1	163			
Unknown	592	51.2	147	28	2.4	13	537	46.4	99			
<b>For Eating:</b>												
Upmarket	10	0.9	3	88	7.6	35	1,059	91.5	198			
Midmarket	10	0.9	2	0	0.0	0	1,147	99.1	181			
Downmarket	0	0.0	0	228	19.7	56	929	80.3	193			
<b>For Drinking (monthly spend):</b>												
Nothing	201	17.4	57	58	5.0	21	899	77.7	170			
Low (less than £10)	185	16.0	54	679	58.7	247	294	25.4	55			
Medium (Between £10 and £40)	66	5.7	19	412	35.6	196	679	58.7	115			
High (Greater than £40)	38	3.3	12	262	22.6	109	857	74.1	140			

Activity Group Structure	20 Minute Drivetime										
	High			Medium			Low				
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index		
Female: Alone, Pair or Group	54,722	37.4	116	35,653	24.4	143	55,965	38.2	75		
Male: Alone	27,042	18.5	62	25,434	17.4	105	93,865	64.1	120		
Male: Group	23,783	16.3	71	32,797	22.4	83	89,761	61.3	122		
Male: Pair	25,354	17.3	66	9,555	6.5	43	111,431	76.1	130		
Mixed Sex: Group	25,081	17.1	70	68,445	46.8	146	52,814	36.1	83		
Mixed Sex: Pair	38,047	26.0	107	50,454	34.5	104	57,839	39.5	92		
With Children	33,535	22.9	77	45,391	31.0	177	67,414	46.1	87		
Unknown	41,708	28.5	82	45,609	31.2	169	59,024	40.3	86		
<b>For Eating:</b>											
Upmarket	59,882	40.9	127	41,713	28.5	132	44,745	30.6	66		
Midmarket	42,825	29.3	81	18,869	12.9	141	84,647	57.8	106		
Downmarket	28,398	19.4	84	64,771	44.3	125	53,171	36.3	88		
<b>For Drinking (monthly spend):</b>											
Nothing	45,343	31.0	101	28,228	19.3	82	72,769	49.7	109		
Low (less than £10)	44,697	30.5	103	38,937	26.6	112	62,706	42.8	92		
Medium (Between £10 and £40)	42,944	29.3	95	25,383	17.3	96	78,013	53.3	104		
High (Greater than £40)	35,725	24.4	93	29,294	20.0	96	81,321	55.6	105		

## Competitor Map



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★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Carpenters Arms, LU 7 0JB	Star Pubs & Bars	0.0	13.2
2	Bell, HP22 4DZ	Independent Free	0.0	14.4
3	Watermead Inn, HP19 0FU	Greene King	0.0	14.8
4	Rose & Crown, HP22 4PD	Star Pubs & Bars	0.0	0.1
5	Royal Oak Inn, HP22 4LT	Unknown	26.9	4.2
6	Unicorn, LU 7 0LQ	Independent Free	37.1	9.1
7	Queens Head, HP23 4QL	Fuller Smith & Turner	58.2	8.0
8	Queens Head, LU 7 0NS	Independent Free	60.4	7.5
9	Cock Inn, LU 7 0NR	Mitchells & Butlers	61.4	7.5
10	Bobs Barn, HP22 5GA	Independent Free	68.6	6.8
11	Bell, HP22 5DS	Fuller Smith & Turner	71.7	7.3
12	Red Lion, HP22 5BU	Star Pubs & Bars	85.2	9.7
13	Three Horseshoes, LU 7 0SD	Punch Pub Company	92.1	11.8
14	Grove Lock, LU 7 0QU	Fuller Smith & Turner	92.9	10.7
15	Old Swan, LU 7 0RQ	*Other Small Retail Groups	100.2	12.7
16	Half Moon, HP23 4PD	Unknown	102.3	10.3
17	Dairy Maid, HP20 2ER	Greene King	105.0	12.8
18	Carpenters Arms, LU 7 9DB	Independent Free	114.8	13.2
19	Plough, HP20 1JH	Mitchells & Butlers	114.8	14.1
20	Dog House, HP22 5AR	Independent Free	117.0	11.1